If you would like your name removed from our mailing list, send your mailing label to: Mailing List, P.O. Box 650392, Dallas, TX 75265.

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2hh2h

MANUFACTURER COUPON | EXPIRES 12/31/94

$3 Off

$3 Off 4 Packs Or 1 Carton

Any Style Monarch

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, 8¢ handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A. Void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85662-9999.

Thh2h

MANUFACTURER COUPON | EXPIRES 12/31/94

B2G1F

Buy 2 Packs~Get 1 Free

Any Style Monarch

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

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0hh2h

MANUFACTURER COUPON | EXPIRES 12/31/94

B1G1F

Buy 1 Pack~Get 1 Free

Any Style Monarch

TERMS OF COUPON OFFER

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51859 1576

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Monarch

BULK RATE
U.S. POSTAGE
PAID
R.J. REYNOLDS
TOBACCO COMPANY

$3 In Savings Inside *AND* 2 Free Pack Offers!

901000020· 22961
YOUR NAME
YOUR STREET
ANYTOWN, USA 27106-2844

FPO FPO

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

Today's Answer To Great Taste...

51859 1577

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

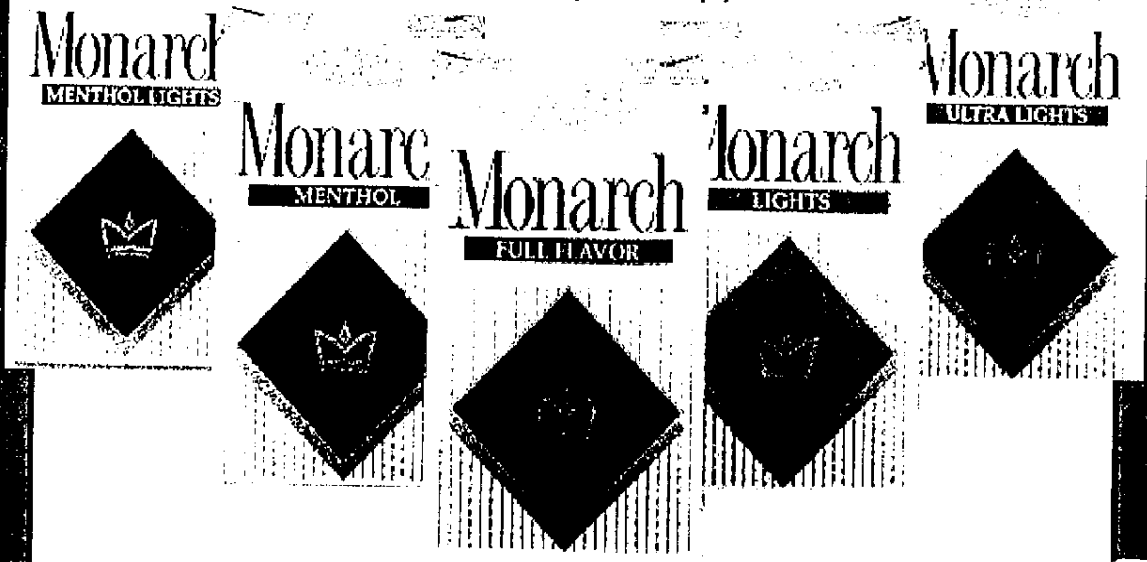
...Without Paying A King's Ransom!

You don't have to pay a premium price for smoking satisfaction! With Monarch Affordable Quality, you get a great-tasting cigarette at a great low price. Every pack, every carton, every day - in all 15 styles. And with the valuable coupons enclosed, you save even more. Enjoy the Monarch answer to great taste--now, and from now on!

Monarch

Affordable Quality.

Manufactured by R.J. Reynolds Tobacco Company



STATEMENT "C" EXHIBIT SIZE 4 — 180 to 360 square inches

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

FPO

51859 1578

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Today's Choice For Savings!

MANUFACTURER COUPON | EXPIRES 12/31/04

00000

$3 Off 4 Packs Or 1 Carton

$3 Off

Any Style Monarch

$3 Off

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

00000

MANUFACTURER COUPON | EXPIRES 12/31/04

00000

Buy 2 Packs~ Get 1 Free

B2G1F

Any Style Monarch

B2G1F

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

00000

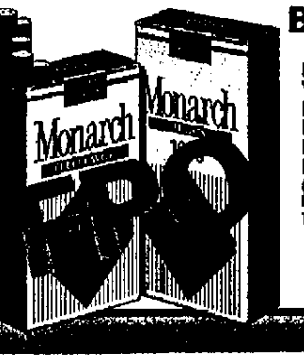
MANUFACTURER COUPON | EXPIRES 12/31/04

00000

Buy 1 Pack~ Get 1 Free

B1G1F

Any Style Monarch



B1G1F

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

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51859 1579

If you would like your name removed from our mailing list, send your mailing label to: Mailing List, P.O. Box 650392, Dallas, TX 75265.

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2hh2h

MANUFACTURER COUPON | EXPIRES 12/31/94

$3 Off

$3 Off 4 Packs Or 1 Carton

Any Style Monarch

TERMS OF COUPON OFFER

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Th h2h

MANUFACTURER COUPON | EXPIRES 12/31/94

B2G1F

Buy 2 Packs~Get 1 Free

Any Style Monarch

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

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Oh h2h

MANUFACTURER COUPON | EXPIRES 12/31/94

B1G1F

Buy 1 Pack~Get 1 Free

Any Style Monarch

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, 8¢ handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85662-9999.

51859 1580

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Monarch

HEAVY UP ZIPS
Mailer 1st, 2nd, 4th Qtr.
Menthol + Multi-Style Versions

BULK RATE
U.S. POSTAGE
PAID
R.J. REYNOLDS
TOBACCO COMPANY

$3 In Savings Inside *AND* 2 Free Pack Offers!

901000020 22961
YOUR NAME
YOUR STREET
ANYTOWN, USA 27106-2844
FPO
FPO

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

Today's Answer To Great Taste...

51859 1581

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

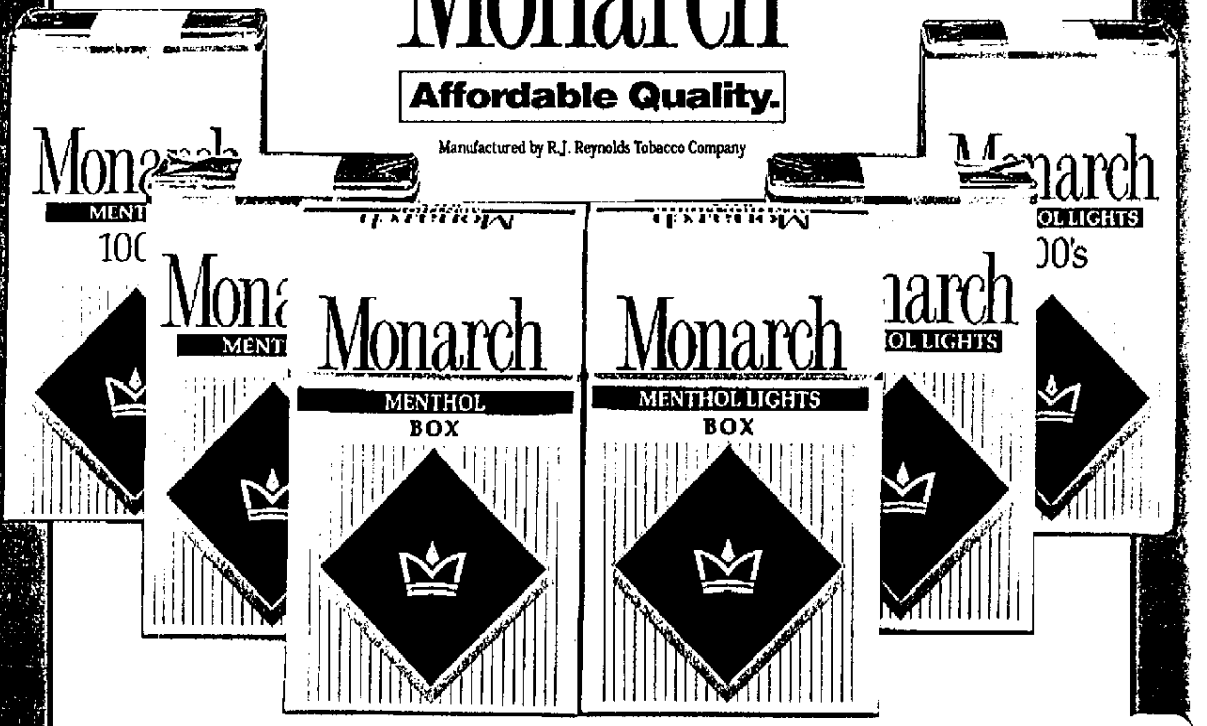
...Without Paying A King's Ransom!

You don't have to pay a premium price for smoking satisfaction! With Monarch Affordable Quality, you get a great-tasting cigarette at a great low price. Every pack, every carton, every day - in all 15 styles. And with the valuable coupons enclosed, you save even more. Enjoy the Monarch answer to great taste--now, and from now on!

Monarch

Affordable Quality.

Manufactured by R.J. Reynolds Tobacco Company



STATEMENT "D" EXHIBIT SIZE 4 — 180 to 360 square inches

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

FPO

51859 1582

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Today's Choice For Savings!

MANUFACTURER COUPON | EXPIRES 12/31/04

00000

$3 Off 4 Packs Or 1 Carton

$3 Off **Any Style Monarch**

$3 Off

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

00000

MANUFACTURER COUPON | EXPIRES 12/31/04

00000

Buy 2 Packs~ Get 1 Free

B2G1F **Any Style Monarch**

B2G1F

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

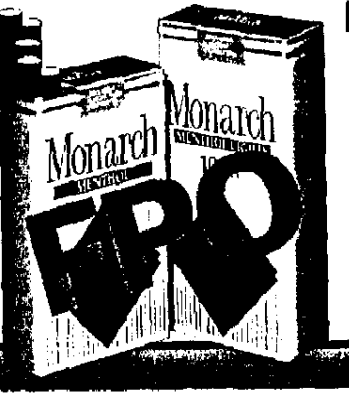
00000

MANUFACTURER COUPON | EXPIRES 12/31/04

00000

Buy 1 Pack~ Get 1 Free

B1G1F **Any Style Monarch**



B1G1F

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

00000

51859 1583

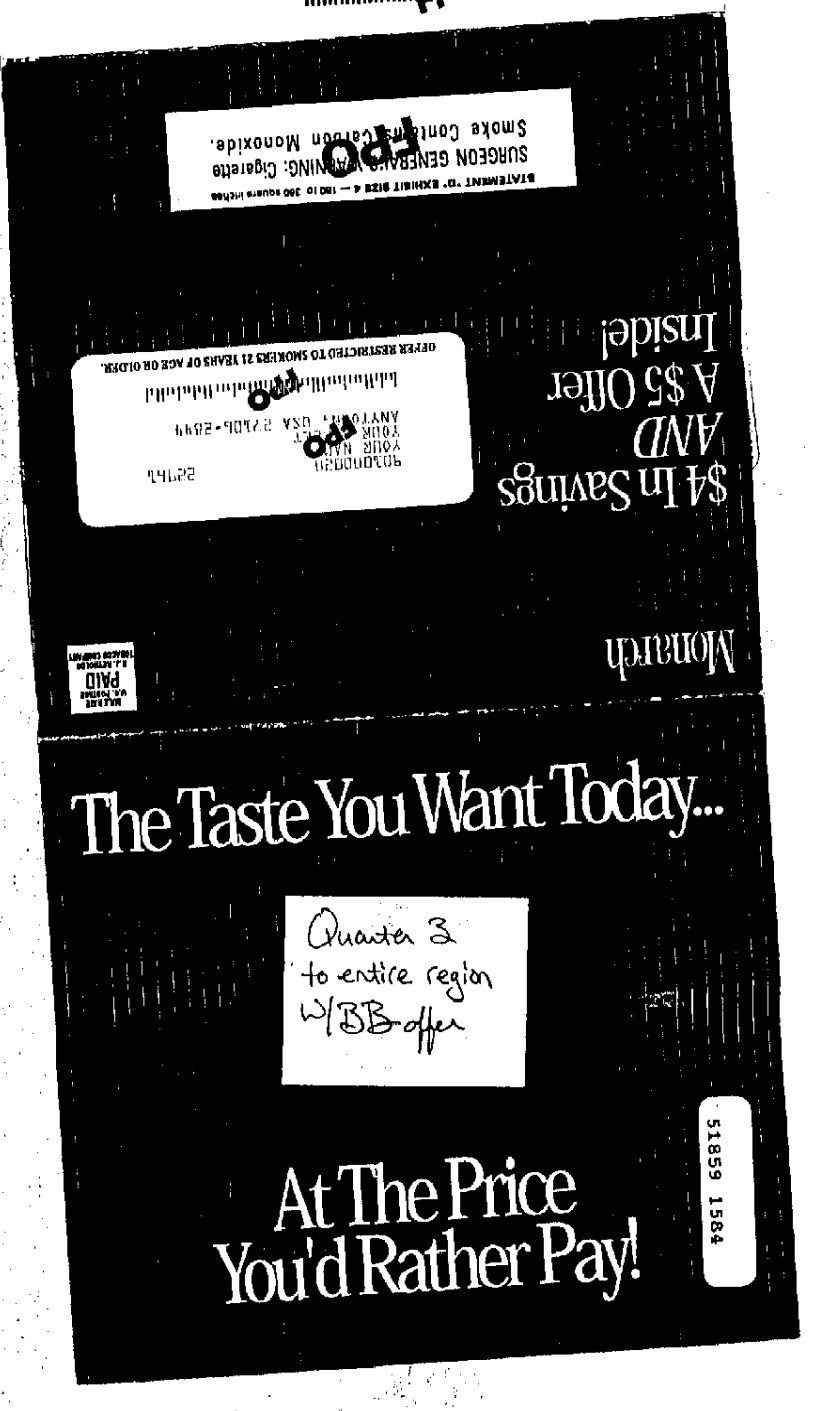
Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 000 DALLAS, TX

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN DEPT 000
NATIONAL SMOKER SERVICES
PO BOX 000000
DALLAS TX 00000-0000



Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Great Savings On Great Taste Start Here!

You don't have to pay a premium price for smoking satisfaction! With Monarch Affordable Quality, you get a great-tasting cigarette at a great low price. Every pack, every carton, every day - in all 15 styles. And with the valuable coupons enclosed, you save even more. PLUS - SAVE AN ADDITIONAL $5 WHEN YOU SEND IN THE SURVEY CARD BELOW!

Monarch

Affordable Quality.

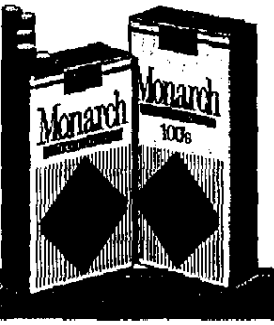
Manufactured by R.J. Reynolds Tobacco Company

MANUFACTURER COUPON | EXPIRES 00/00/95

00000

$3 Off 4 Packs Or 1 Carton

Any Style Monarch



$3 OFF

$3 OFF

00001

51859 1585

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

MANUFACTURER COUPON | EXPIRES 08/04/06

$3 Off

$3 Off 4 Packs Or 1 Carton

Any Style Monarch

FOR POSITION ONLY

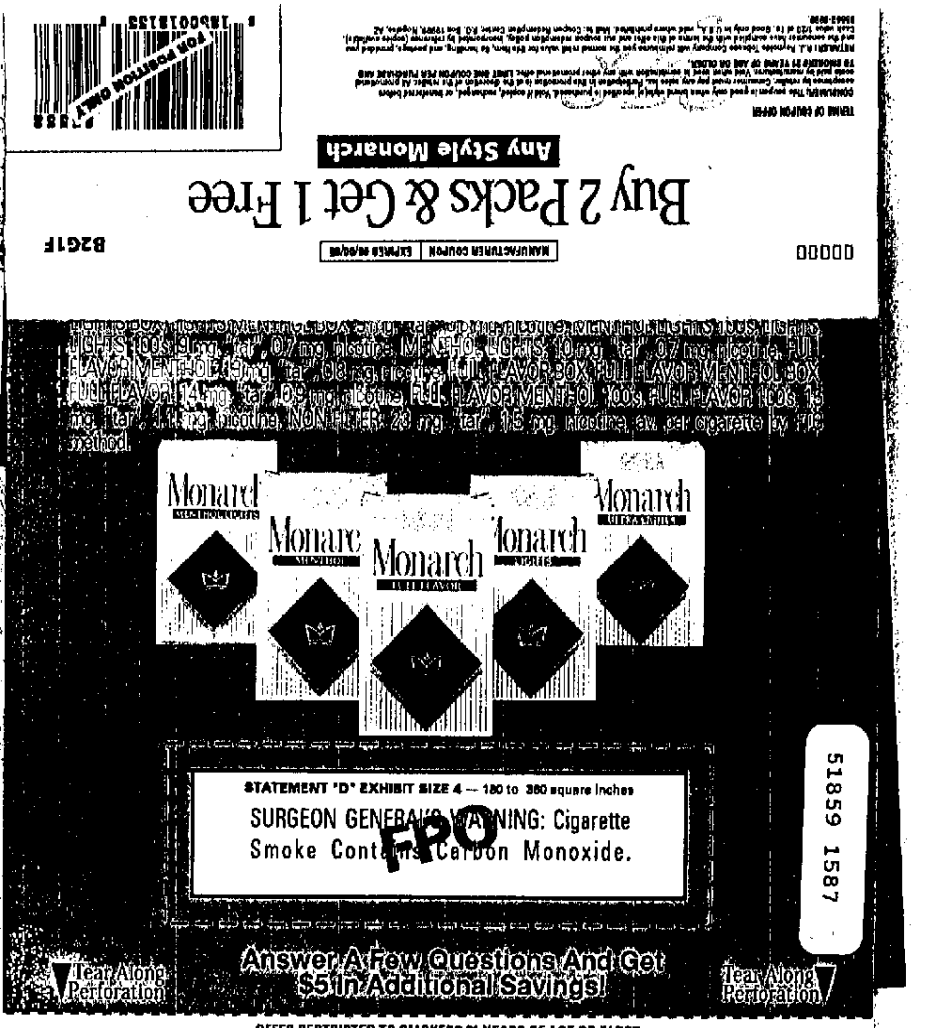
12600018133

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, its handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85662-9999.

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000



OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

F83

☑ YES! Add my name to your mailing list and send me $5 in savings by mail.

Complete, detach and drop in the mail.
Requests must be postmarked by Month 00, 1995.

Name (Print) _____ FIRST MIDDLE INITIAL LAST

Address _____ STREET (No P.O. Box Nos.) APT. NO.

City _____ State _____ ZIP _____ (Required)

Phone (_____) _____ (Area Code) Sex: ☐ Male ☐ Female

1. What is your usual brand/style of cigarette? ___ Menthol ___ Non-Menthol
(Full Brand and Style Name) _____

2. If your usual brand of cigarette is not available, what is your second choice? _____

3. In the last month, what one brand have you smoked the most? _____
What other brands have you smoked in the last 3 months? _____

4. Out of your last 10 cigarette purchases, how many were for:
___ Usual Brand ___ Other Full Price Brands ___ Other Discount Brands

5. I frequently switch brands of cigarettes to get the lowest possible price:
___ Agree ___ Disagree

6. When you go to the store and find your usual brand is not available, what do you do? (Check one.)
___ Go to another store.
___ Buy another type or length of my usual brand.
___ Wait until the store restocks my usual brand.
___ Buy a different brand.

7. Which statement best describes how you use cigarette coupons?
___ I use almost any cigarette coupon I get.
___ I sometimes use coupons for cigarettes even if they're not for my usual brand.
___ I only use coupons for my usual brand.
___ I never use cigarette coupons.

Will not be processed without signature and birthdate.

Birthdate (required) ___/___/___ Today's date ___/___/___
month day year month day year

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) _____ (first) (middle initial) (last)

F83

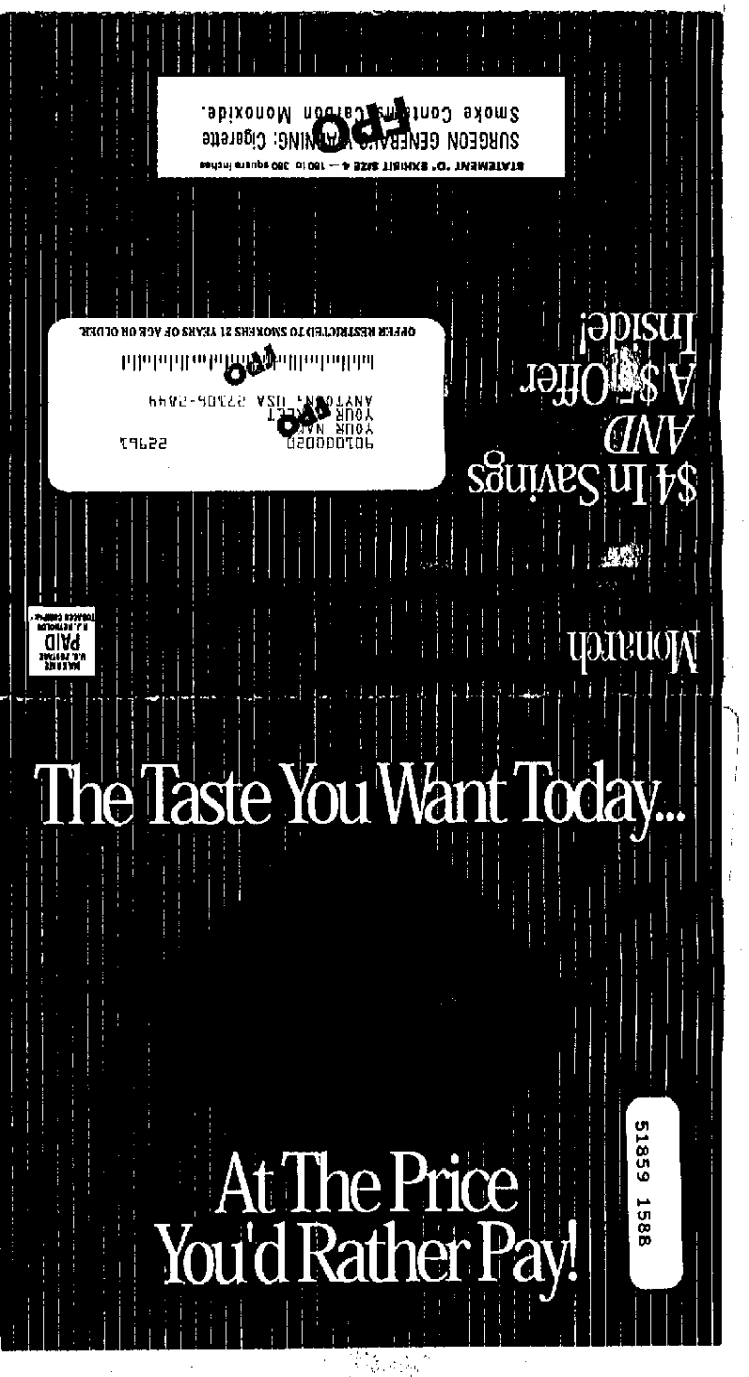
Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 000 DALLAS, TX

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN DEPT 000
NATIONAL SMOKER SERVICES
PO BOX 000000
DALLAS TX 00000-0000



Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

Great Savings On Great Taste Start Here!

You don't have to pay a premium price for smoking satisfaction! With Monarch Affordable Quality, you get a great-tasting cigarette at a great low price. Every pack, every carton, every day - in all 15 styles. And with the valuable coupons enclosed, you save even more. PLUS - SAVE AN ADDITIONAL $5 WHEN YOU SEND IN THE SURVEY CARD BELOW!

Monarch

Affordable Quality.

Manufactured by R.J. Reynolds Tobacco Company

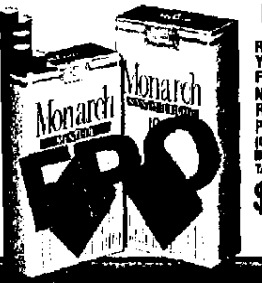
MANUFACTURER COUPON | EXPIRES 00/00/00

00000

Buy 2 Packs~ Get 1 Free

B2G1F

Any Style Monarch



B2G1F

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE (DO NOT INCLUDE SALES TAXES)

$_____

00000

51859 1589

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000

00000

51859 1590

$3 OFF

Any Style Monarch

$3 OFF

$3 Off 4 Packs Or 1 Carton

00000

00000

MANUFACTURER COUPON | EXPIRES 00/00/05

B2G1F

Buy 2 Packs & Get 1 Free

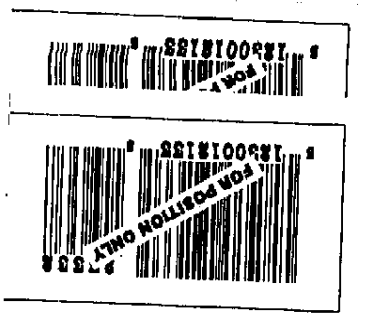
Any Style Monarch

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer. **LIMIT ONE COUPON PER PURCHASE AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the normal retail value for this item, its handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 12999, Nogales, AZ 85642-9998.

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000



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RETAILER: R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, 5¢ handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A. Void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85682-9999.

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the normal retail value for this item, 5¢ handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A. Void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85682-9999.

MANUFACTURER COUPON | EXPIRES 00/00/95

$3 Off

$3 Off 4 Packs Or 1 Carton

Any Style Monarch

00000

LIGHTS 100's: 9 mg. "tar", 0.7 mg. nicotine, MENTHOL LIGHTS: 10 mg. "tar", 0.7 mg. nicotine, FULL FLAVOR MENTHOL: 13 mg. "tar", 0.8 mg. nicotine, FULL FLAVOR BOX, FULL FLAVOR MENTHOL BOX, FULL FLAVOR: 14 mg. "tar", 0.9 mg. nicotine, FULL FLAVOR MENTHOL 100's, FULL FLAVOR 100's: 15 mg. "tar", 1.1 mg. nicotine, NON-FILTER: 23 mg. "tar", 1.5 mg. nicotine, av. per cigarette by FTC method.

STATEMENT "D" EXHIBIT SIZE 4 — 180 to 360 square inches

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

FPO

51859 1591

Tear Along Perforation

Answer A Few Questions And Get $5 In Additional Savings!

Tear Along Perforation

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER. F83

☑ YES! Add my name to your mailing list and send me $5 in savings by mail.

Complete, detach and drop in the mail.
Requests must be postmarked by Month 00, 1995.

Name (Print) _____ FIRST MIDDLE INITIAL LAST

Address _____ STREET (No P.O. Box Nos.) APT. NO.

City _____ State _____ ZIP _____ (Required)

Phone (_____) _____ (Area Code) Sex: ☐ Male ☐ Female

1. What is your usual brand/style of cigarette? ___ Menthol ___ Non-Menthol
(Full Brand and Style Name) _____

2. If your usual brand of cigarette is not available, what is your second choice? _____

3. In the last month, what one brand have you smoked the most? _____
What other brands have you smoked in the last 3 months? _____

4. Out of your last 10 cigarette purchases, how many were for:
___ Usual Brand ___ Other Full Price Brands ___ Other Discount Brands

5. I frequently switch brands of cigarettes to get the lowest possible price:
___ Agree ___ Disagree

6. When you go to the store and find your usual brand is not available, what do you do? (Check one.)
___ Go to another store.
___ Buy another type or length of my usual brand.
___ Wait until the store restocks my usual brand.
___ Buy a different brand.

7. Which statement best describes how you use cigarette coupons?
___ I use almost any cigarette coupon I get.
___ I sometimes use coupons for cigarettes even if they're not for my usual brand.
___ I only use coupons for my usual brand.
___ I never use cigarette coupons.

Will not be processed without signature and birthdate.

Birthdate (required) ___/___/___ (month day year) Today's date ___/___/___ (month day year)

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) _____ (first) (middle initial) (last)

F83

Source: https://www.industrydocuments.ucsf.edu/docs/xngn0000